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newspaper news

* NCC Sunday Inserts Offers National Edition

NCC Sunday becomes the second producer of free-standing inserts (FSIs) to offer advertisers a national edition at a reduced per-page rate. Last spring, Quad Marketing introduced a national edition at a rate of \$4.50 per page per thousand distribution. With standard FSI pricing at about \$6.50 at the time, Quad's rate undercut the then current market price. NCC priced its national edition at \$5.25, noting that current prices are below cost. To compensate for the higher per-page rate, NCC will fix current prices with an adjustment for inflation if an advertiser gives NCC a certain percentage of its business. In addition, NCC will offer a 100% money back guarantee in the event of an error in placement date, positioning or coupon value. NCC will carry 28 national editions compared to Quad's nine yearly.

Scarborough Research Sold

VNU Amvest, the American subsidiary of the largest publishing company in the Netherlands, recently bought Scarborough Research for approximately \$3 million. Scarborough joins VNU's family of media and marketing information companies which includes Interactive Marketing Systems (IMS), Leading National Advertisers (LNA), Claritas and Birch Radio Ratings. The sale will allow Scarborough to continue with its plans for a 50-market newspaper study next year. The split earlier this year between Scarborough and Simmons raised some questions as to whether Scarborough could afford to do a comprehensive newspaper market research study alone.

This issue of Update on Print was edited by Tari Brown with contributions from Jayne Zenaty, Tom Jacobs and Sharon Novak.

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